

Authentication. Security. Trust.



HackAlert – Malware Monitoring

Understanding the reselling opportunity for Online Security Services

Reselling Malware Monitoring

- The GlobalSign Partner Program is designed for ISPs, Web Hosts, Integrators, Domain Registrars and VARs who wish to integrate security services into their own product range.
- The threat of malware
- The GlobalSign solution - Hackalert
- The reseller model
- Why partner with GlobalSign?

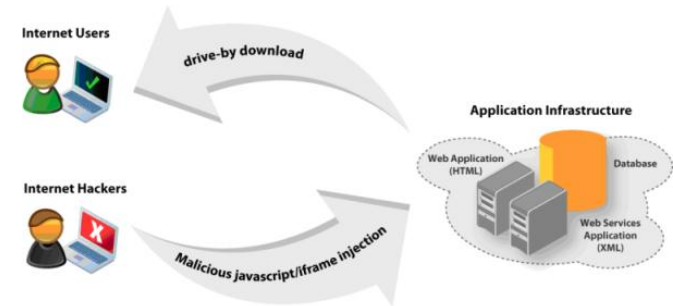


The threat of malware

- Web-based Malware - (Drive-by Downloading) is a hacking technique which injects malicious code into websites.
- Unwanted malicious software is downloaded and installed on the PC of anyone visiting the website without their knowledge or consent.
- Malware has devastating effects on both the owner of the infected website and all visitors to the infected site.
 - **For the website's visitor**

For the visitor, the impact can be stolen information such as financial data including online banking credentials and credit card details. Theft of personal information in this manner also leads in increased incidences of email hijacking, fraudulent access to social networking sites, and in many cases, identity theft.
 - **For the website owner**

Websites hosting malware often quickly become flagged or blacklisted by organisations such as Google. Google flagging has the greatest negative effect on websites as traffic is literally driven away from the site, due to Google posting warnings against visiting the site directly, or worse yet, completely removing the site from search results all together. For website owners, blacklisting results in damage to business reputation, sharp drop in website traffic and ultimately in revenues.



Malware monitoring helps you protect your infrastructure and protect your hosted websites from distributing malware



The threat of malware

The importance of malware monitoring

- As hackers typically seek the greatest economy of scale, attacking a hosting company's infrastructure results in the highest return on effort.
- In August 2010, malware experts identified an infection in the Network Solutions infrastructure – a widget housed on Network Solution pages.
- The infection resulted in the Koobface malware (a virus that “phones home” for further instructions) being widely distributed.



This kind of malware injection attack puts the reputation of the hosting company at risk, not just the hosted customer.

“Our Security Team was alerted this past weekend to a malicious code that was added to a widget housed on our small business blog, growsmartbusiness.com. This widget was used to provide small business tips on Network Solutions' under construction pages. We have removed the widget from those pages and continue to check and monitor to ensure security. The number of impacted pages that have reported publicly over the weekend are not accurate. We're still investigating the number of web pages affected.

If you have downloaded the GrowSmartBusiness widget to your website, we recommend you delete that widget and scan your site for malware.”

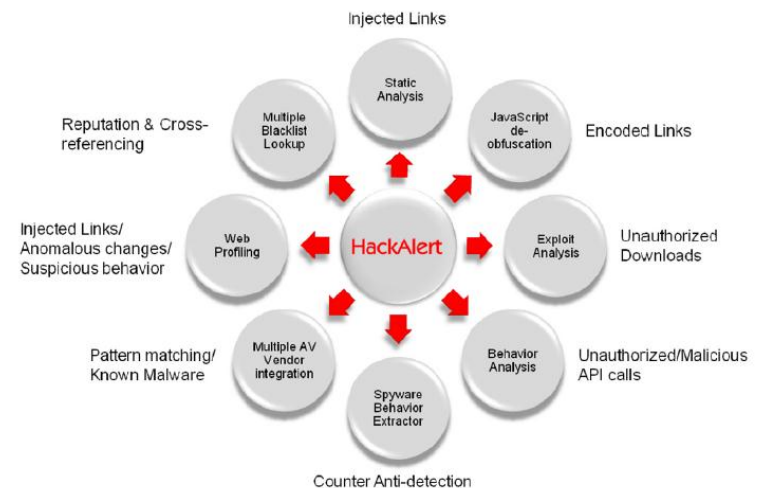
Source:

<http://blog.networksolutions.com/2010/security-alert-malware-found-on-widget/>



The GlobalSign solution - HackAlert

- HackAlert malware monitoring helps protect website owners and their visitors by:
 - Providing monitoring for malicious code injection and drive-by-downloads
 - Giving due warning of an infection
 - Facilitating timely removal of the injected code by providing details of the infection
- HackAlert is a cloud-based hosted Software Service (SaaS) - users do not have to download or install any software nor run any executables. HackAlert crawls a website and actively analyzes the content on each page for signs of compromise.
- HackAlert uses numerous techniques to ensure malicious code is identified quickly and even the most advanced malware distribution techniques are efficiently identified.



The GlobalSign solution - HackAlert

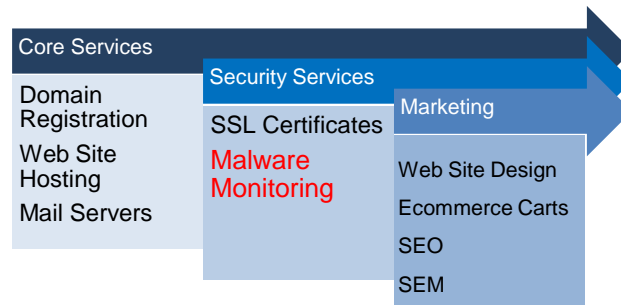
HACKALERT FEATURES

- Identifies drive-by downloads and zero-day malware threats hidden in websites and online advertisements
- Optimizes multiple analysis techniques to detect malware drive-by downloads targeting end-users before the website is flagged by search engines as malicious
- Protects your clients and customers from malware injection and malicious advertising (malvertising)
- Deploys globally distributed crawler and analyzer agents for non-intrusive 24x7x365 drive-by download monitoring
- Identifies active malware downloads as well as links to dormant malware before the website is flagged by search engines such as Google
- Displays injected code snippets to facilitate immediate malware removal and code-level remediation
- Reports injected page, malware source, browser vulnerability being exploited and drive-by download destination.



The reseller model

- Security services are a critical component of the hosting provider's value chain and offer a significant value-add to product portfolios.



- The hosting company immediately benefits from a more complete and sticky portfolio and increased revenues.
- Hosting companies can adopt across all customers the basic scanning service, with upsell paths to higher value / higher risk sites. This may be added as part of the hosting **bundle**, or even as a **value-add service** to protect the hosting company's good name in the industry.



The reseller model

- GlobalSign provides a range of Malware Monitoring solutions to suit the specific needs of your customer base:

Malware Monitoring Plan	Customer Profile
Basic	Entry level, low risk web sites. A daily scan of the first pages of a single site alerts the web site owner by email if malware is identified.
Basic Plus	As per the Basic plan, but with the number of pages scanned increased to expand Malware Monitoring coverage.
Premium	Aimed at higher risk web sites. The number of pages scanned daily is further increased and additional patent pending malware identification technologies such as behaviour analysis and exploit analysis are introduced. Customers are given access to a web portal to monitor reports and gain insight into risks and remedial actions.
Premium plus	Ideal for higher risk, larger web sites. As per the Premium Plan but with the pages scanned further increased.
Custom	The Custom Plan is a customized version of the Premium plan available to larger hosting companies wishing to specify the scan frequency and the number of pages scanned.



The reseller model

Malware monitoring plans

The GlobalSign Malware Monitoring plans are designed to provide varying levels of alert protection based on web site size, scan frequency and management tools needed:

	Basic Hosting Plan	Basic Plus Hosting Plan	Premium Hosting Plan	Premium Plus Hosting Plan	Custom Plan
Max pages/Sites	10	100	200	500	Any selection of any plan re pages/frequency
Scan Frequency	Daily	Daily	Daily	Daily	
Parameters	Malware Uptime Profiling	Malware Uptime Profiling	Malware Uptime Profiling	Malware Uptime Profiling	
Parameters	Signature (Static Analysis) DOM Parsing (Static Analysis) Blacklist Lookup	Signature (Static Analysis) DOM Parsing (Static Analysis) Blacklist Lookup	Signature (Static Analysis) DOM Parsing (Static Analysis) Blacklist Lookup Spyware Behavior Extractor Exploit Analysis Behavior Analysis	Signature (Static Analysis) DOM Parsing (Static Analysis) Blacklist Lookup Spyware Behavior Extractor Exploit Analysis Behavior Analysis	
Features	Line of Offending Code HTTPS Support Email Notification	Line of Offending Code HTTPS Support Email Notification	Line of Offending Code HTTPS Support Weekly Reports UI Access Email Notification Site Seal	Line of Offending Code HTTPS Support Weekly Reports UI Access Email Notification Site Seal	
Minimum Site Commit	200	100	100	100	



Why partner with GlobalSign

- The GlobalSign Partner Program is built around the needs of hosting companies, fulfilling both technical and marketing requirements.
- GlobalSign offers 4 levels of partnership to suit your individual requirements:
 - Authorized Partners receive instant discounts, a reseller partner portal, canned sales and marketing resources and instant access to technical support.
 - Silver, Gold and Platinum Partners receive accelerated discounts, access to the advanced APIs, dedicated marketing assistance, varying levels of co-marketing / co-branding opportunities & feature prioritisation.



Why partner with GlobalSign

- With fantastic margins and increased revenue potential, the reseller program enabling you to generate new revenue streams, expand your product portfolio and provide the best Malware Monitoring there is available.
- With an extremely fast return on investment and the option of no commitment, it also involves minimal time, effort and resources.



Protect your infrastructure and your customers

- Talk to GlobalSign today and add Malware Monitoring to your portfolio
- Learn more about our Partner Program at:
 - <http://www.globalsign.com/partners/>
- Read White Paper
 - <http://www.globalsign.com/resources/...>

